



## Maintaining Sponsor Relations

After a team receives a donation, it is important to maintain a quality relationship with that supporter for future outreach and Sponsorship opportunities. Show appreciation for their support by taking the time to send an appropriate thank you message to the company or individual immediately after they make their donation. This first message should thank the Sponsor for their donation and should not reference a continuing relationship or ask for more support. Future Sponsor interactions may allow for additional discussions around developing a continuing relationship.

During the season, make sure the Sponsor receives the correct benefits and recognition from the team (i.e., adding their logo to the team website or putting their logo on the team t-shirt and/or robot). Invite sponsors to a team meeting or local event so they can see the team in action. If they can't make it to a team event, take a team picture with a *"Thank You to Our Sponsors"* sign to send them after the event. After the competition season, contact team Sponsors and coordinate a demonstration of that year's robot.

It is important for teams to stay in touch with their Sponsors as the season progresses. A Sponsor should not hear from a team only once a year when it is time to collect their donation. Teams should put effort into building quality Sponsor relationships by regularly updating sponsors on their progress, visiting sponsors with the robot, and giving Sponsors an opportunity to come and visit the team. This relationship building helps a Sponsor see their investment has been put to good use, and ensures a quality relationship is maintained.

### **Sponsor Thank You Check List:**

- Send a thank you letter to the Sponsor after contacting them the first time.
- Organize quarterly Sponsor updates or e-newsletters to keep supporters up-to-date on team activities and accomplishments.
- Direct the Sponsor to the team's social media sites.
- Host an "Open House" and invite the local community and team Sponsor(s) to see the robot before competition.
- Ensure all Sponsors have received the correct benefits based upon their Sponsorship level.
- Invite Sponsors to team events; namely:
  - official regionals or tournaments;
  - end of the year celebrations;
  - off-season events; and/or
  - outreach demonstrations.
- Take a Team Picture at an event with a *"Thank You to Our Sponsors"* sign.
- Contact the Sponsor and coordinate a date the team can give a presentation about their season and demo the robot.
- Identify if there are any internship opportunities available with company Sponsors that students on the team could apply for.

### Example - Sponsor Thank You:

- FRC team 3176 provides their Sponsors with a framed, full-team picture with a handwritten note about the donation:



- FRC team 2240 created a Sponsor "Thank You" video for one of their main supporters:

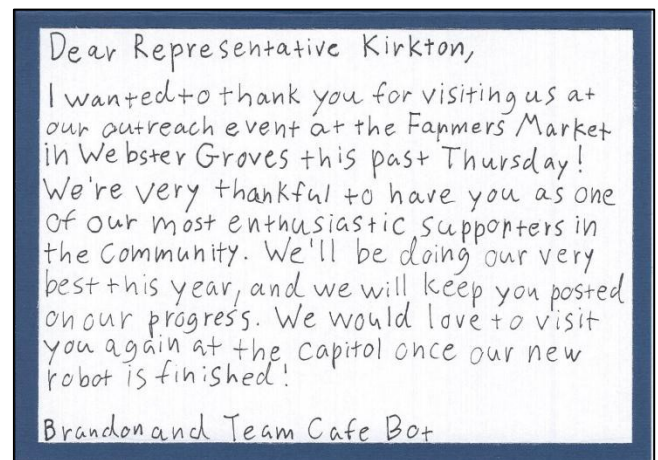


(View the Team's YouTube video here: [FIRST Team 2240 PTC Sponsor Video](#))

- FTC team 4924 gives their Sponsors a plaque for large donations and a certificate for smaller donations:



- FTC team 4982 creates handmade and handwritten thank you notes that they send to team Sponsors and key supporters:



- FRC team 234 designed a Sponsor banner that could be hung up in a business that showed all of their Sponsors with a few facts about the team's season:



- FRC team 3313 gives their Sponsors a plaque with the team and company logo:

